FRENCH IMMERSION LANGUAGE ARTS (FILA) 10 – 12
Media and Digital Communication 12 (4 credits)

Media and Digital Communication 12 is designed to help students to interpret and analyze in depth the changing role and influence of digital and print media in today's society. It recognizes that digital literacy is essential to the development of digital citizens. The course will motivate students to reflect critically on how media shapes and influences patterns of behaviour in society, how we communicate, and our understanding of the world.

The course offers numerous opportunities for students to deepen their understanding and communicate their ideas through a variety of digital media and communications. They will also explore the new possibilities for creative expression provided by digital media. Students will be able to identify ethical, law-abiding social behaviours that can help them make informed decisions.

The following are possible focus areas in Digital Media and Communication 12:

- media studies: the globalization of the media industry, the influence on user perceptions (misinformation, fake news, incorrect information, caricature), posters, ads, television (reality television, serial dramas, news), humour sites
- digital communication: blogs, video blogs, social media, websites, discussion forums
- media law and ethics

BIG IDEAS

Linguistic variations offer **cultural reference points** within the **French-speaking world**.	Linguistic and cultural identities are shaped by what we hear, see, read, and write.	The life experience, culture, and current **context** of the audience influence the interpretation of a **text**.	The **media** plays a key role in social, civic, and cultural life, influencing the principles and values of a society.	**Digital citizenship** implies recognizing the impact that new media have on ourselves, others, and the world.

Learning Standards

Curricular Competencies	Content
*Students are expected to do the following, using oral, written, and visual **media**:*	*Students are expected to be able to know and understand the following in various **contexts**:*
Explore and Reflect	

Curricular Competencies

*Students are expected to do the following, using oral, written, and visual **media**:*

Explore and Reflect

- Analyze the influence and importance of **social, historical, and cultural contexts** as well as **diversity** in **approaching** various **texts**
- **Interact with Francophones and have life experiences in the French-speaking world**
- Comment on diverse points of view in Francophone and First Peoples cultures
- **Interpret** a text to identify implicit and explicit messages
- Compare their personal values and points of view with those expressed in a text in order to call into question their opinions
- **Examine** a **problem statement** in order to understand the issues at hand
- Identify the type and **intention** of a text
- Evaluate the relevance, accuracy, and **reliability** of texts in order to take a position or reach a decision
- Apply appropriate strategies in a variety of contexts in order to understand a text
- Analyze and put into practice the principles of digital citizenship

Content

*Students are expected to be able to know and understand the following in various **contexts**:*

- communication strategies
  - **language registers**
  - **courtesy formulas**
  - **reformulations**
  - **citation techniques**
- social, historical, and cultural elements
  - **protocols for using First Peoples stories**
- literary elements
  - **stylistic devices**
  - **expressions**
  - **multimedia**
  - **strategies of argumentation**
- text organization
  - **forms** and **structures** of a news article
  - **structure of a blog**
  - structure of **texts**

Learning Standards (continued)

Curricular Competencies	Content

Create and communicate
 	
• Communicate using a variety of expressions and **presentation formats** according to the context
• **Persuade** or **convince** their audience by using appropriate strategies
• Synthesize ideas and information gleaned from a text
• Support their message using **techniques** from diverse sources
• Use various **writing styles** in their work in order to enrich the text to create the desired effect
• Edit their communications by applying **enrichment strategies** in order to polish their text
• Correct themselves spontaneously by applying their linguistic knowledge
• Select **writing processes** and design methods to plan, develop, and create interactions and texts for a variety of purposes and audiences
	• language elements
	  – **structure of relative subordinate clauses**
	  – **verb tenses and modes**
	  – **digital language**
	• **editing strategies**
	• elements to enrich a text
	  – **clarity**